to be more accurate, scientific, transparent and objective while deriving grade of a particular film. Following the process, the marks are given by the Film Gradation Committee itself and the decision is taken collectively by all the five members of Committee.

(c) to (f) Prasar Bharati have informed that out of total 100 marks, 30 marks pertain to the market potentiality of the film. Hence, the same is assessed by the marketing division officials who market the films and Doordarshan gets revenue thereof. This exercise basically aims at optimizing the Government revenue. The rest 70 marks are in the domain of the outside experts and other in-house committee members.

Ban on surrogate advertising

1165. SHRI GIREESH KUMAR SANGHI:
DR. T. SUBBARAMI REDDY:

Will the PRIME MINISTER be pleased to state:

(a) whether the I and B Ministry and the Health Ministry had discussed the ban on surrogate advertising;

(b) if so, whether any legislation or any notification is being considered;

(c) if so, the outcome of the discussion held;

(d) whether any concrete steps in this regard has been worked out; and

(e) if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI ANAND SHARMA): (a) The Ministry of Information and Broadcasting and Ministry of Health and Family Welfare have corresponded on the subject of banning surrogate advertising.

(b) to (e) A Notification No.G.S.R 104(E), dated 25.2.2008 has been issued amending Rule 7(2) (viii) (A) of the Cable Television Networks Rules 1994 prohibiting surrogate advertisements of any kind.

Retrieving of heritage films lost from archive

1166. SHRIMATI JAYA BACHCHAN: Will the PRIME MINISTER be pleased to state:

(a) whether it is a fact that chunk of heritage films have been lost forever;

(b) whether it is also a fact that a majority of films that have vanished without a trace, dating back to 1930s and 1940s;

(c) the reasons for which the Film Board of India did not act in the matter;

(d) whether Government proposes to enlist public co-operation in retrieving prints of those films to the extent possible; and

(e) if not, the reasons therefor?